

# Index of 1977

## Articles and Authors

Indexed on the following pages are articles and authors that have appeared in **real estate today** in 1977. Copies of all articles listed here are available from University Microfilms, Inc., 300 Zeeb Road, Ann Arbor, Michigan 48106.



### ADVERTISING

**The Art of Advertising**, March 1977, pp. 23-36.

**Evaluating Your Advertising**, by Willi Glee, May/June 1977, pp. 22-23.

**How to Choose an Advertising Agency**, by George Johnson, August 1977, pp. 20-29.

**Institutional Advertising: A Three-Stage Program**, by Grant S. Davis, September 1977, pp. 34-37.

**Measuring the Effectiveness of Advertising**, by Edward H. Willer, October 1977, pp. 42-43.

### ADVERTISING: BILLBOARDS

**The Art of Advertising**, March 1977, pp. 23-36.

### ADVERTISING: BROCHURES

**Commercial Brochures: Yes or No**, August 1977, pp. 50-61.

**The Art of Advertising**, March 1977, pp. 23-36.

### ADVERTISING: CLASSIFIED

**The Art of Advertising**, March 1977, pp. 23-36.

### ADVERTISING: DISPLAY CLASSIFIED

**The Art of Advertising**, March 1977, pp. 23-36.

### ADVERTISING: EFFECTIVENESS

**How to Choose an Advertising Agency**, by George Johnson, August 1977, pp. 20-29.

### ADVERTISING: INSTITUTIONAL

**The Art of Advertising**, March 1977, pp. 23-36.

**Institutional Advertising: A Three-Stage Program**, by Grant S. Davis, September 1977, pp. 34-37.

### ADVERTISING: OFFICE INTERIORS & EXTERIORS

**The Art of Advertising**, March 1977, pp. 23-36.

### ADVERTISING: LETTERHEADS, BUSINESS CARDS, ENVELOPES

**The Art of Advertising**, March 1977, pp. 23-36.

### ADVERTISING: RADIO & TV

**The Art of Advertising**, March 1977, pp. 23-36.

### APPRAISAL: COMMERCIAL PROPERTIES

**Fire Insurance Ratings: A Marketing Tool**, by William H. Traiser, February 1977, pp. 40-45.

### APPRAISAL: RESIDENTIAL PROPERTIES

**Appraised Value vs. Contract Price**, by Marvin A. Maes, February 1977, pp. 10-14.

**What is an Amenity**, by Henry S. Harrison, February 1977, pp. 16-19.

### AUCTIONS

## 1977 Index

### BOARDS: REAL ESTATE

**MIS for MLS**, by Richard A. Kaimann and Timothy J. Heintz, May/June 1977, pp. 24-27.

**Rehabilitating with Pride**, May/June 1977, pp. 16-20.

### CASH FLOW ANALYSIS

**Bracket Averaging and After-Tax Cash Flow**, by Calvin VanReken, March 1977, pp. 56-57.

**Calculating the Yield On a Wrap-Around Mortgage**, by Joseph T. Sinclair, August 1977, pp. 38-45.

### CITIES

**Homesteading and Beyond**, May/June 1977, pp. 12-15.

**Rehabilitating with Pride**, May/June 1977, pp. 16-20.

**The Return of the Homesteader**, by Dan A. Muterspaw, May/June 1977, pp. 5-11.

### CIVIL RIGHTS

#### COMMERCIAL PROPERTY: BROKERAGE

**Bracket Averaging and After-Tax Cash Flow**, by Calvin VanReken, March 1977, pp. 56-57.

**Commercial Brochures: Yes or No**, August 1977, pp. 50-61.

**Creative Exchanging**, by Robert T. Dowling, April 1977, pp. 29-33.

**Divestment: A Positive Response**, by Sheldon Greene, January 1977, pp. 30-35.

**Divide and Conquer**, May/June 1977, pp. 42-53.

**Down to the Wire**, by Palmer Berge, February 1977, pp. 31-33.

**Fire Insurance Ratings: A Marketing Tool**, by William H. Traiser, February 1977, pp. 40-45.

**From "For Lease" to "For Sale,"** by Edgar H. Hemmer, September 1977, pp. 30-32.

**The Importance of Being Expert**, by Daniel G. Carless, April 1977, pp. 44-47.

**The Incredible Sale**, by David C. Richards, May/June 1977, pp. 34-37.

**It Pays to Participate**, by Joseph A. Malenfant, April 1977, pp. 38-40.

**Miniwarehouse/Maxiuse**, by Stephen Dorcich, October 1977, pp. 20-21.

**Money Isn't Everything**, by Larry K. Kelley, March 1977, pp. 10-15.

**The Multiparty Exchange**, by John S. Campbell and Chase V. Magnuson, April 1977, pp. 24-28.

**Ode to a Lawnmower**, by Daniel H. Beaubien, February 1977, pp. 26-30.

**Portrait of a Commercial Salesperson**, July 1977, pp. 40-44.

**Prospects: How to Find Them, How to Catch Them**, by Stanley D. Greenblatt, August 1977, pp. 16-19.

**Solutions to Troubled Properties**, by Gerald Gamble, July 1977, pp. 16-20.

**To Have and to Use**, by Michael B. Sharpe, October 1977, pp. 44-47.

**To Wilmington With Love**, by P. Gerald White, April 1977, pp. 34-37.

#### COMMERCIAL PROPERTIES: FINANCE

**Calculating the Yield On a Wrap-Around Mortgage**, by Joseph T. Sinclair, August 1977, pp. 38-45.

**Divestment: A Positive Response**, by Sheldon Greene, January 1977, pp. 30-35.

**Financing Multi-Family Housing Through FHA**, by James M. Ballard, March 1977, pp. 16-22.

**Solutions to Troubled Properties**, by Gerald Gamble, July 1977, pp. 16-20.

### COMPUTERS

**Computerized Accounting Systems**, by Ken Gunsteens, November/December 1977, pp. 15-21.

**Computerized Office Leasing**, by Harold R. Huntress, November/December 1977, pp. 22-25.

**Computers: The Readout for Real Estate** (a series of articles), November/December 1977, pp. 4-32.

**Hiring the Computer for a Real Estate Office**, by Donald D. Grempler, January 1977, pp. 22-27.





**MIS for MLS**, by Richard A. Kaimann and Timothy J. Heintz, May/June 1977, pp. 24-27.  
**MLS: Going Computer**, by Margot Wolf, November/December 1977, pp. 13-14.  
**MLS Information Systems**, by Bert Helfinstein, November/December 1977, pp. 10-12.  
**A Multiservice Venture**, by Jack L. Pyle, November/December 1977, pp. 6-9.  
**A Systems Survey**, November/December 1977, pp. 26-32.  
**Working With Computers on the Sales Team**, by Edwin J. Carr, January 1977, pp. 20-21.

#### CONDOMINIUMS

**Time for Sale**, by Larry J. Tracy, April 1977, pp. 55-57.

#### CONSUMER PROTECTION

#### COUNSELING

**Guidelines for Counseling**, by Jay Q. Butler, September 1977, pp. 10-13.  
**How to Succeed on Your Own**, by Alfred E. Holman, July 1977, pp. 21-23.

#### EMPLOYEES: TRANSFER OF

**The Corporate Transferee: A Separate Breed**, by Mattie Lou Armenaki, October 1977, pp. 22-26.

#### ENERGY

**Solar Energy Perspectives: 1977-1989**, by Dwight C. Anderson, Jay Q. Butler and John R. Cesta, November/December 1977, pp. 48-53.

#### EXCHANGES

**Creative Exchanging**, by Robert T. Dowling, April 1977, pp. 29-33.  
**Down to the Wire**, by Palmer Berge, February 1977, pp. 31-33.  
**It Pays to Participate**, by Joseph A. Malenfant, April 1977, pp. 38-40.  
**The Latest Court Case On Tax-Deferred Exchanges**, by

Harley J. Smith, March 1977, pp. 38-39.

**The Multiparty Exchange**, by John S. Campbell and Chase V. Magnuson, April 1977, pp. 24-28.

**Ode to a Lawnmower**, by Daniel H. Beaubien, February 1977, pp. 26-30.

**To Wilmington With Love**, by P. Gerald White, April 1977, pp. 34-37.

#### FEASIBILITY STUDIES

#### GUARANTEED SALES

#### INCOME TAXES: REAL ESTATE TRANSACTIONS

**Bracket Averaging and After-Tax Cash Flow**, by Calvin VanReken, March 1977, pp. 56-57.

**Capital Gains Tax Computations**, by R. Peter Jackson and Robert F. Egenolf, September 1977, pp. 26-29.

**Estate Planning**, by Ronald F. Spraggins, January 1977, pp. 12-19.

**The Latest Court Case On Tax-Deferred Exchanges**, by Harley J. Smith, March 1977, pp. 38-39.

**The New Tax Law: A Digest**, by Jack H. Lee, March 1977, pp. 4-7.

#### INDUSTRIAL PROPERTY: BROKERAGE

**Divide and Conquer**, May/June 1977, pp. 42-53.

**Fire Insurance Ratings: A Marketing Tool**, by William H. Traiser, February 1977, pp. 40-45.

#### LAND: DEVELOPMENT

#### LEASES

**Computerized Office Leasing**, by Harold R. Huntress, November/December 1977, pp. 22-25.

#### LISTINGS

**Building The Case for Listing**, by Alberta "Peppy" Mayer, July 1977, pp. 24-27.

## 1977 Index

**Farming for Fun and Profit**, by Tim Corliss, September 1977, pp. 40-44.

**MIS for MLS**, by Richard A. Kaimann and Timothy J. Heintz, May/June 1977, pp. 24-27.

**Multiple Regression: A Listing Tool**, by Clyde W. Richey and Thomas E. Hendrick, February 1977, pp. 4-9.

**Negotiating: A Delicate Balance**, (a round table discussion), March 1977, pp. 42-50.

**Nobody Gives Exclusives**, by Robert T. Dowling, November/December 1977, pp. 64-66.

**The Post-Listing Conference**, by Jack L. Gale, October 1977, pp. 28-29.

### MARKET RESEARCH

**Measuring the Effectiveness of Advertising**, by Edward H. Willer, October 1977, pp. 42-43.

**The Scientific Way to Locate an Office**, by Lynn N. Woodward, August 1977, pp. 46-49.

### MOBILE HOMES

**Yesterday's Wheel Estate—Today's Real Estate**, by James M. Mack, April 1977, pp. 16-22.

### MORTGAGE MARKET

**A New Financing Technique**, by Alan Smith, November/December 1977, pp. 44-47.

**A Run for the Money**, November/December 1977, pp. 54-58.

### PARTNERSHIPS

### PSYCHOLOGY

**Is What They Say What They Mean?**, by Sterling B. Larson, September 1977, pp. 38-39.

**Looking for the Perfect Manager**, by Al Sloan, September 1977, pp. 44-46.

**PMBO: A New Management Style**, by Garfield R. Stock, January 1977, pp. 36-39.

### REAL ESTATE AS INVESTMENT

**Balancing Problems and Pleasures**, by William J. Albertson, September 1977, pp. 16-18.

**Bracket Averaging and After-Tax Cash Flow**, by Calvin VanReken, March 1977, pp. 56-57.

**Estate Planning**, by Ronald F. Spraggins, January 1977, pp. 12-19.

**Guidelines for Counseling**, by Jay Q. Butler, September 1977, pp. 10-13.

**How to be Creative for Yourself**, by H. J. "Jim" Crowley, October 1977, pp. 9-13.

**Money Isn't Everything**, by Larry K. Kelley, March 1977, pp. 10-15.

**The New Tax Law: A Digest**, by Jack H. Lee, March 1977, pp. 4-7.

**Offshore Investment in the United States**, by Jordan E. Glazov, July 1977, pp. 30-33.

**Reaching the Small Investor**, by Mike Silvas, September 1977, pp. 14-15.

**Teaming Up for Success**, by Ronald A. Scharck, September 1977, pp. 19-20.

**To Have and to Use**, by Michael B. Sharpe, October 1977, pp. 44-47.

### REAL ESTATE AS PROFESSION

**Broker/Lawyer Accord**, by Howard Lubow, November/December 1977, pp. 34-35.

**The Choice is Yours**, (a round table discussion), July 1977, pp. 48-51.

**Coping with a Commission Income**, by Marian Dodd, October 1977, pp. 16-19.

**Portrait of a Commercial Salesperson**, July 1977, pp. 40-44.

**Real Estate Practice in Europe**, by Eugene P. Conser, July 1977, pp. 34-38.

### REAL ESTATE: FOREIGN

**Offshore Investment in the United States**, by Jordan E. Glazov, July 1977, pp. 30-33.

**Real Estate Practice in Europe**, by Eugene P. Conser, July 1977, pp. 34-38.







## REAL ESTATE MARKET ANALYSIS

**Evaluating Your Advertising**, by Willi Glee, May/June 1977, pp. 22-23.

**Prospects: How to Find Them, How to Catch Them**, by Stanley D. Greenblatt, August 1977, pp. 16-19.

**The Scientific Way to Locate an Office**, by Lynn N. Woodward, August 1977, pp. 46-49.

**Structured to Sell**, by Leon Thomas, November/December 1977, pp. 36-42.

## REAL ESTATE OFFICES: ACCOUNTING

**Building a Better Branch**, by Thomas S. Osborne, March 1977, pp. 58-61.

**Company Dollar Firm Profile Study**, by Harry D. Hartnett, August 1977, pp. 10-14.

**Computerized Accounting System**, by Ken Gunsteens, November/December 1977, pp. 15-21.

## REAL ESTATE OFFICES: CONSTRUCTION

**The Beautification of an Eyesore**, by F. Dennis Clarke, September 1977, pp. 54-55.

**A Homey Branch Office**, by Grant Sullivan, January 1977, pp. 52-54.

**Old Space, New Office**, by Paul D. Falzone, May/June 1977, pp. 54-55.

**The Sharing Concept**, by J. T. Graham, July 1977, pp. 62-63.

## REAL ESTATE OFFICES: DESIGNS AND PLANS

**The Beautification of an Eyesore**, by F. Dennis Clark, September 1977, pp. 54-55.

**Building a Better Branch**, by Thomas S. Osborne, March 1977, pp. 58-61.

**Curing the Space Problem**, by Harold L. Waddell, February 1977, pp. 52-54.

**A Homey Branch Office**, by Grant Sullivan, January 1977, pp. 52-53.

**Old Space, New Office**, by Paul D. Falzone, May/June 1977, pp. 54-55.

**On-Line Real Estate Office**, by

Arthur Kaufman, November/December 1977, pp. 68-69.

**A Piece of Real Estate History**, by John G. Hoopes, April 1977, pp. 60-63.

**Privacy in an Open Office**, by Florence M. Harris, August 1977, pp. 62-63.

**Putting Back the Shine**, by James R. Lauterbach, October 1977, pp. 54-55.

**The Sharing Concept**, by J. T. Graham, July 1977, pp. 62-63.

## REAL ESTATE OFFICES: FORMS OF ORGANIZATION

**Divide and Conquer**, May/June 1977, pp. 42-53.

**Franchising Up-Date**, by Peter M. Mlynaryk, January 1977, pp. 40-48.

## REAL ESTATE OFFICES: MANAGEMENT

**The Behavioral Approach to Training**, by Lawrence T. Cipolla, November/December 1977, pp. 60-63.

**The Choice is Yours**, (a round table discussion), July 1977, pp. 48-51.

**Company Dollar Firm Profile Study**, by Harry D. Hartnett, August 1977, pp. 10-14.

**Divide and Conquer**, May/June 1977, pp. 42-53.

**Franchising Up-Date**, by Peter M. Mlynaryk, January 1977, pp. 40-48.

**Guidelines for Brokers of Independent Contractors**, by John W. Kerr, Jr., July 1977, pp. 54-59.

**Guidelines for Brokers of Independent Contractors: Additional Information**, by L. Randolph McGee and Carl Stich, Jr., July 1977, pp. 60-61.

**How to Choose an Advertising Agency**, by George Johnson, August 1977, pp. 20-29.

**How to Succeed on Your Own**, by Alfred E. Holman, July 1977, pp. 21-23.

**A Learning Experience for Secretaries**, by Joann P. McElmurray, May/June 1977, pp. 38-40.

**Looking for the Perfect Manager**, by Al Sloan, September 1977, pp. 44-46.

## 1977 Index

**Minding the Floor**, (a round table discussion), August 1977, pp. 4-9.

**The Modernization of a Shopping Center**, by Charles Leibler, October 1977, pp. 32-36.

**The 100 Percent Commission Concept**, by Dave Liniger, February 1977, pp. 46-51.

**PMBO: A New Management Style**, by Garfield R. Stock, January 1977, pp. 36-39.

**The Practice of Management Planning**, by Donald J. Hempel and Igal Ayal, October 1977, pp. 4-8.

**The Pros and Cons of Turnover**, (a round table discussion), April 1977, pp. 48-54.

**Reorganization: The Metamorphosis of a Real Estate Company**, by Harry T. Dallianis, July 1977, pp. 4-13.

**Sales Meetings: New Levels of Communication**, May/June 1977, pp. 30-33.

**The Scientific Way to Locate an Office**, by Lynn N. Woodward, August 1977, pp. 46-49.

**The Search for a Commercial-Investment Salesperson**, by Marion Blackwell, Jr., September 1977, pp. 4-8.

### REHABILITATION

**Homesteading and Beyond**, May/June 1977, pp. 12-15.

**Rehabilitating with Pride**, May/June 1977, pp. 16-20.

**The Return of the Homesteader**, by Dan A. Muterspaw, May/June 1977, pp. 5-11.

### SALE BY OWNER

**It Pays to Aid For-Sale-By-Owners**, by Ralph H. Scoppa, October 1977, pp. 38-41.

### SALES CONTESTS

### SALES MANAGEMENT

**The Behavioral Approach to Training**, by Lawrence T. Cipolla, November/December 1977, pp. 60-63.

**A Cast of Thousands**, by Edward D. Hall, March 1977, pp. 51-53.

**PMBO: A New Management Style**, by Garfield R. Stock, January 1977, pp. 36-39.

**The Pros and Cons of Turnover**, (a round table discussion), April 1977, pp. 48-54.

**Reorganization: The Metamorphosis of a Real Estate Company**, by Harry T. Dallianis, July 1977, pp. 4-13.

### SALES MANAGERS

**Looking for the Perfect Manager**, by Al Sloan, September 1977, pp. 44-46.

**The Practice of Management Planning**, by Donald J. Hempel and Igal Ayal, October 1977, pp. 4-8.

**Reorganization: The Metamorphosis of a Real Estate Company**, by Harry T. Dallianis, July 1977, pp. 4-13.

**Sales Meetings: New Levels of Communication**, May/June 1977, pp. 30-33.

### SALESMANSHIP

**Blue Blood Promotion**, by Drew Allen Miller, September 1977, pp. 52-55.

**Broker/Lawyer Accord**, by Howard Lubow, November/December 1977, pp. 34-35.

**Form-Fit Qualifying**, by Martin J. Rueter, July 1977, pp. 45-47.

**Farming for Fun and Profit**, by Tim Corliss, September 1977, pp. 40-44.

**Is What They Say What They Mean?**, by Sterling B. Larson, September 1977, pp. 38-39.

**It Pays to Aid For-Sale-By-Owners**, by Ralph H. Scoppa, October 1977, pp. 38-41.

**Minding the Floor**, (a round table discussion), August 1977, pp. 4-9.

**Portrait of a Commercial Salesperson**, July 1977, pp. 40-44.

**Presenting: The Listing Manual**, April 1977, pp. 4-13.

**Negotiating: A Delicate Balance**, (a round table discussion), March 1977, pp. 42-50.

**Nobody Gives Exclusives**, by Robert T. Dowling, November/December 1977, pp. 64-66.





**The Post-Listing Conference**, by Jack L. Gale; October 1977, pp. 28-29.

**Referrals: A Pat on the Back**, by Adrienne Loughlin, September 1977, pp. 24-25.

**A Run for the Money**, November/December 1977, pp. 54-58.

**Selling the Home Away from Home**, by David L. Cole, October 1977, pp. 48-52.

**Selling the Lap of Luxury**, by William R. McGinnis, September 1977, pp. 50-51.

**Spit and Polish Never Hurt**, by Jim Sutherly, October 1977, pp. 30-31.

**Ugly Ducklings: Welcome To The Flock**, by James A. Rumps, January 1977, pp. 50-51.

#### SALES MEETINGS

**Sales Meetings: New Levels of Communication**, May/June 1977, pp. 30-33.

#### SALESPEOPLE: COMPENSATION

**Guidelines for Brokers of Independent Contractors**, by John W. Kerr, Jr., July 1977, pp. 54-59.

**Guidelines for Brokers of Independent Contractors: Additional Information**, by L. Randolph McGee and Carl Stich, Jr., July 1977, pp. 60-61.

**The 100 Percent Commission Concept**, by Dave Liniger, February 1977, pp. 46-51.

#### SALESPEOPLE: SELECTION AND TRAINING

**A Cast of Thousands**, by Edward D. Hall, March 1977, pp. 51-53.

**Presenting: The Listing Manual**, April 1977, pp. 4-13.

**Reorganization: The Metamorphosis of a Real Estate Company**, by Harry T. Dallianis, July 1977, pp. 4-13.

**The Search for a Commercial-Investment Salesperson**, by Marion Blackwell, Jr., September 1977, pp. 4-8.

#### SHOPPING CENTERS

**The Modernization of a Shopping Center**, by Charles Leibler, October 1977, pp. 32-36.

#### SINGLE-FAMILY HOMES: BROKERAGE

**Blue Blood Promotion**, by Drew Allen Miller, September 1977, pp. 52-55.

**Building the Case for Listing**, by Alberta "Peppy" Mayer, July 1977, pp. 24-27.

**Form-Fit Qualifying**, by Martin J. Rueter, July 1977, pp. 45-47.

**Hiring the Computer for a Real Estate Office**, by Donald D. Grempler, January 1977, pp. 22-27.

**Mix and Match**, by Brian A. Mace and David D. Otis, February 1977, pp. 22-25.

**Multiple Regression: A Listing Tool**, by Clyde W. Richey and Thomas E. Hendrick, February 1977, pp. 4-9.

**Negotiating: A Delicate Balance**, (a round table discussion), March 1977, pp. 42-50.

**Selling the Lap of Luxury**, by William R. McGinnis, September 1977, pp. 50-51.

**Spit and Polish Never Hurt**, by Jim Sutherly, October 1977, pp. 30-31.

**Time for Sale**, by Larry J. Tracy, April 1977, pp. 55-57.

**Ugly Ducklings: Welcome To The Flock**, by James A. Rumps, January 1977, pp. 50-51.

**Working With Computers on the Sales Team**, by Edwin J. Carr, January 1977, pp. 20-21.

**Yesterday's Wheel**

**Estate—Today's Real Estate**, by James M. Mack, April 1977, pp. 16-22.

#### SINGLE-FAMILY HOMES: CONSTRUCTION

**Yesterday's Wheel**

**Estate—Today's Real Estate**, by James M. Mack, April 1977, pp. 16-22.

## 1977 Index

### SINGLE-FAMILY HOMES: FINANCE

**A New Financing Technique**, by Alan Smith, November/December 1977, pp. 44-47.

**A Run for the Money**, November/December 1977, pp. 54-58.

### SYNDICATES

### TIME MANAGEMENT

**Minding the Floor**, (a round table discussion), August 1977, pp. 4-9.

**A Time for Every Purpose**, by Richard Goodgame and Lyle Yorks, August 1977, pp. 32-36.

### AUTHORS

**Albertson, William J.**, Balancing Problems and Pleasures, September 1977, pp. 16-18.

**Anderson, Dwight C.**, Solar Energy Perspectives: 1977-1987, November/December 1977, pp. 48-53.

**Armenaki, Mattie Lou**, The Corporate Transferee: A Separate Breed, October 1977, pp. 22-26.

**Ayal, Igal**, The Practice of Management Planning, October 1977, pp. 4-8.

**Ballard, James M.**, Financing Multi-Family Housing Through FHA, March 1977, pp. 16-22.

**Barker, Barbara**, The Choice is Yours, July 1977, pp. 48-51.

**Beaubien, Daniel H.**, Ode to a Lawnmower, February 1977, pp. 26-30.

**Berge, Palmer**, Down to the Wire, February 1977, pp. 31-33.

**Bissell, Howard C.**, Commercial Brochures: Yes or No, August 1977, pp. 50-61.

**Blackwell, Marion, Jr.**, The Search for a Commercial-Investment Salesperson, September 1977, pp. 4-8.

**Brinkman, Richard O., III**, Sales Meetings: New Levels of Communication, May/June 1977, pp. 30-33.

**Busch, Alvin G.**, Presenting: The Listing Manual, April 1977, pp. 4-13.

**Butler, Jay Q.**, Guidelines for Counseling, September 1977, pp. 10-13; Solar Energy Perspectives: 1977-1987, November/December 1977, pp. 48-53.

**Campbell, John S.**, The Multiparty Exchange, April 1977, pp. 24-28.

**Carless, Daniel G.**, The Importance of Being Expert, April 1977, pp. 44-47.

**Carr, Edwin J.**, Working with Computers on the Sales Team, January 1977, pp. 20-21.

**Cattron, John G.**, The Pros and Cons of Turnover, April 1977, pp. 48-54.

**Cesta, John R.**, Solar Energy Perspectives: 1977-1987, November/December 1977, pp. 48-53.

**Cipolla, Lawrence J.**, The Behavioral Approach to Selling, November/December 1977, pp. 60-63.

**Clarke, F. Dennis**, The Beautification of an Eyesore, September 1977, pp. 54-55.

**Clarke, Michael L.**, Presenting: The Listing Manual, April 1977, pp. 4-13.

**Cole, David L.**, Selling the Home Away From Home, October 1977, pp. 48-52.

**Cook, J. Firman**, Divide and Conquer, May/June 1977, pp. 42-53.

**Conser, Eugene P.**, Real Estate Practice in Europe, July 1977, pp. 34-38.

**Corliss, Tim**, Farming for Fun and Profit, September 1977, pp. 40-44.

**Crowley, H. J. "Jim,"** How to Be Creative for Yourself, October 1977, pp. 9-13.

**Dallianis, Harry T.**, Reorganization: The Metamorphosis of a Real Estate Company, July 1977, pp. 4-13.

**Darrow, Barbara**, The Choice is Yours, July 1977, pp. 48-51.

**Davis, Grant S.**, Institutional Advertising: A Three-Stage Program, September 1977, pp. 34-37.

**DeWolfe, Richard**, Sales Meetings: New Levels of Communication, May/June 1977, pp. 30-33.

**Dodd, Marian**, Coping With a Commission Income, October 1977, pp. 16-19.







**Dorcich, Stephen**, Miniwarehouse/Maxiuse, October 1977, pp. 20-21.

**Dowling, Robert T.**, Creative Exchanging, April 1977, pp. 29-33; Nobody Gives Exclusives, November/December 1977, pp. 64-66.

**Egenolf, Robert F.**, Capital Gains Tax Computations, September 1977, pp. 26-29.

**Estes, Ray**, The Pros and Cons of Turnover, April 1977, pp. 48-54.

**Falzone, Paul D.**, Old Space, New Office, May/June 1977, pp. 54-55.

**Gale, Jack, L.**, The Post-Listing Conference, October 1977, pp. 28-29.

**Gamble, Gerald L.**, Solutions to Troubled Properties, July 1977, pp. 16-20.

**Glazov, Jordan E.**, Offshore Investment in the United States, July 1977, pp. 30-33.

**Glee, Willi**, Evaluating Your Advertising, May/June 1977, pp. 22-23.

**Good, Sheldon F.**, Commercial Brochures: Yes or No, August 1977, pp. 50-61.

**Goodale, Sally**, Negotiating: A Delicate Balance, March 1977, pp. 42-50.

**Goodgame, Richard**, A Time for Every Purpose, August 1977, pp. 32-36.

**Graham, J. T.**, The Sharing Concept, July 1977, pp. 62-63.

**Green, Sheldon**, Divestment: A Positive Response, January 1977, pp. 30-35.

**Greenblatt, Stanley D.**, Prospects: How to Find Them, How to Catch Them, August 1977, pp. 16-19.

**Grempler, Donald D.**, Hiring the Computer for a Real Estate Office, January 1977, pp. 22-27.

**Grossman, Mike**, Negotiating: A Delicate Balance, March 1977, pp. 42-50.

**Gunsteens, Ken**, Computerized Accounting, November/December 1977, pp. 15-21.

**Hall, Edward D.**, A Cast of Thousands, March 1977, pp. 51-53.

**Harris, Florence M.**, Privacy in an Open Office, August 1977, pp. 62-63.

**Harrison, Henry S.**, What is an Amenity?, February 1977, pp. 16-19.

**Hartnett, Harry D.**, Company Dollar

Firm Profile Study, August 1977, pp. 10-14.

**Heintz, Timothy J.**, MIS for MLS, May/June 1977, pp. 24-27.

**Helfinstein, Bert**, MLS Information Systems, November/December 1977, pp. 10-12.

**Hemmer, Edgar H.**, From "For Lease" to "For Sale," September 1977, pp. 30-32.

**Hempel, Donald J.**, The Practice of Management Planning, October 1977, pp. 4-8.

**Hendrick, Thomas E.**, Multiple Regression: A Listing Tool, February 1977, pp. 4-9.

**Hill, Art**, The Choice is Yours, July 1977, pp. 48-51.

**Holman, Alfred E.**, How to Succeed on Your Own, July 1977, pp. 21-23.

**Hoopes, John G.**, A Piece of Real Estate History, April 1977, pp. 60-63.

**Huntress, Hal**, Computerized Office Leasing, November/December 1977, pp. 22-25.

**Jackson, R. Peter**, Capital Gains Tax Computations, September 1977, pp. 26-29.

**Johnson, George**, How to Choose an Advertising Agency, August 1977, pp. 20-29.

**Kaimann, Richard A.**, MIS for MLS, May/June 1977, pp. 24-27.

**Kelley, Larry K.**, Money Isn't Everything, March 1977, pp. 10-15.

**Kerr, John W., Jr.**, Guidelines for Brokers of Independent Contractors, July 1977, pp. 54-59.

**Krauser, H. James**, The Pros and Cons of Turnover, April 1977, pp. 48-54.

**Larson, Sterling B.**, Is What They Say What They Mean?, September 1977, pp. 38-39.

**Lauterbach, James R.**, Putting Back the Shine, October 1977, pp. 54-55.

**Lee, Jack H.**, The New Tax Law: A Digest, March 1977, pp. 4-7.

**Leibler, Charles**, The Modernization of a Shopping Center, October 1977, pp. 32-36.

**Liniger, Dave**, The 100 Percent Commission Concept, February 1977, pp. 46-51.

**Loughlin, Adrienne**, Negotiating: A Delicate Balance, March 1977, pp. 42-50; Referrals: A Pat on the Back, September 1977, pp. 24-25.

## 1977 Index

80

**Lubow, Howard**, Negotiating: A Delicate Balance, March 1977, pp. 42-50; Broker/Lawyer Accord, November/December 1977, pp. 34-35.

**Mace, Brian A.**, Mix and Match, February 1977, pp. 22-25.

**Mack, James M.**, Yesterday's Wheel Estate—Today's Real Estate, April 1977, pp. 16-22.

**Maes, Marvin A.**, Appraised Value vs. Contract Price, February 1977, pp. 10-14.

**Magnuson, Chase V.**, The Multiparty Exchange, April 1977, pp. 24-28.

**Malmborg, Wally**, Minding the Floor, August 1977, pp. 4-9.

**Malenfant, Joseph A.**, It Pays to Participate, April 1977, pp. 38-40.

**Marshall, Ted**, The Choice is Yours, July 1977, pp. 48-51.

**Mayer, Alberta "Peppy,"** Building the Case for Listing, July 1977, pp. 24-27.

**McClurg, Jeanne**, Minding the Floor, August 1977, pp. 4-9.

**McElmurray, JoAnn P.**, A Learning Experience For Secretaries, May/June 1977, pp. 38-40.

**McGee, L. Randolph**, Guidelines for Brokers of Independent Contractors: Additional Information, July 1977, pp. 60-61.

**McGinnis, William R.**, Selling the Lap of Luxury, September 1977, pp. 50-51.

**Miller, Drew Allen**, Blue Blood Promotion, September 1977, pp. 52-53.

**Miller, Henry S., Jr.**, Divide and Conquer, May/June 1977, pp. 42-53.

**Mlynaryk, Peter M.**, Franchising Up-Date, January 1977, pp. 40-48.

**Muterspaw, Dan A.**, The Return of the Homesteader, May/June 1977, pp. 5-11.

**Osborne, Thomas S.**, Building a Better Branch, March 1977, pp. 58-61.

**Otis, David D.**, Mix and Match, February 1977, pp. 22-25.

**Parker, Charlotte**, Minding the Floor, August 1977, pp. 4-9.

**Peterson, Norma**, Minding the Floor, August 1977, pp. 4-9.

**Postma, Jean**, Negotiating: A Delicate Balance, March 1977, pp. 42-50.

**Prevost, Lorraine**, Presenting: The Listing Manual, April 1977, pp. 4-13.

**Pyle, Jack L.**, A Multiservice Venture, November/December 1977, pp. 6-9.

**Reaves, June**, The Choice is Yours, July 1977, pp. 48-51.

**Richards, David C.**, The Incredible Sale, May/June 1977, pp. 34-37.

**Richey, Clyde W.**, Multiple Regression: A Listing Tool, February 1977, pp. 4-9.

**Rueter, Martin J.**, Form-Fit Qualifying, July 1977, pp. 45-47.

**Rumps, James A.**, Ugly Ducklings: Welcome to the Flock, January 1977, pp. 50-51.

**Rushman, Charles**, The Pros and Cons of Turnover, April 1977, pp. 48-54.

**Scharck, Ronald A.**, Teaming Up for Success, September 1977, pp. 19-21.

**Scoppa, Ralph H.**, It Pays to Aid For-Sale-By-Owners, October 1977, pp. 38-41.

**Sharpe, Michael B.**, To Have and to Use, October 1977, pp. 44-47.

**Sinclair, Joseph P.**, Calculating the Yield on a Wrap-Around Mortgage, August 1977, pp. 38-45.

**Sloan, Al**, Looking for the Perfect Manager, September 1977, pp. 44-46.

**Smith, Allan H.**, A New Financing Technique, November/December 1977, pp. 44-47; Sales Meetings: New Levels of Communication, May/June 1977, pp. 30-33.

**Smith, Harley J.**, The Latest Court Case on Tax-Deferred Exchanges, March 1977, pp. 38-39.

**Snotherly, Jim**, Spit and Polish Never Hurt, October 1977, pp. 30-31.

**Spraggins, Ronald F.**, Estate Planning, January 1977, pp. 12-19.

**Stich, Carl, Jr.**, Guidelines for Brokers of Independent Contractors: Additional Information, July 1977, pp. 60-61.

**Stock, Garfield P.**, PMBO: A New Management Style, January 1977, pp. 36-39.

**Sullivan, Grant**, A Homey Branch Office, January 1977, pp. 52-53.

**Surovell, Ed**, The Choice is Yours, July 1977, pp. 48-51.

**Thomas, Leon**, Structured to Sell, November/December 1977, pp. 36-42.

**Tracy, Larry J.**, Time for Sale, April 1977, pp. 55-57.

**Traiser, William H.**, Fire Insurance Ratings: A Marketing Tool, February 1977, pp. 40-45.

**Trowbridge, Charles**, Commercial Brochures: Yes or No, August 1977, pp. 50-61.

**VanReken, Calvin**, Bracket Averaging and After-Tax Cash Flow, March 1977, pp. 56-57.

**Waddell, Harold L.**, Curing the Space Problem, February 1977, pp. 52-54.

**Walters, Robert**, Sales Meetings: New Levels of Communication, May/June 1977, pp. 30-33.

**Weitzman, Herbert B.**, Divide and Conquer, May/June 1977, pp. 42-53.

**West, Carol**, Minding the Floor, August 1977, pp. 4-9.

**White, P. Gerald**, To Wilmington With Love, April 1977, pp. 34-37.

**Willer, Edward H.**, Measuring the Effectiveness of Advertising, October 1977, pp. 42-43.

**Willese, Posie**, Negotiating: A Delicate Balance, March 1977, pp. 42-50.

**Wolf, Margot**, MLS: Going Computer, November/December 1977, pp. 13-14.

**Woodward, Lynn N.**, The Scientific Way to Locate an Office, August 1977, pp. 46-49.

**Yorks, Lyle**, A Time for Every Purpose, August 1977, pp. 32-36.

**Young, Sam**, The Pros and Cons of Turnover, April 1977, pp. 48-54.



